

APPENDIX II

2003 INTERVENTION DEFINITIONS

Community-level Interventions are directed at changing community norms to increase community support for behaviors known to reduce the risk for HIV infection and transmission.

Community level interventions aim to reduce risky behaviors through health communications, social marketing, community mobilization and organization, and community-wide events. To be classified community-level, it must be clear that the program is designed to reach a defined community (may be geographic or an identified sub-group) with the intention of altering social norms in that community as a way to influence high-risk behavior. Community-level interventions may include coalition building (e.g., peers, media, or counseling), health goal setting, elicitation of leader support, or systems linkage.

Group-Level Interventions shift the delivery of service from the individual to groups of varying sizes. These interventions promote and reinforce safer behaviors and provide interpersonal skills training in negotiating and sustaining appropriate behavior change. Group level interventions are most effective when they are curriculum-based, interactive sessions with a skill building component (e.g. condom use, communication and/or negotiation skills).

HIV Prevention Counseling and Testing is ideally “client centered” (i.e. to meet the client where he or she is at and to use motivational interviewing techniques to influence behavior positively), and specifically helps the client with the following actions:

- Identify his/her perception of risk;
- identify and reinforce behavior changes that the client has already implemented;
- identify barriers to the client’s previous efforts to reduce risk; and,
- assist the client in developing a realistic plan to reduce risk regardless of whether or not the client takes the test.

Hotlines/clearinghouses/websites are interactive electronic outreach systems using telephones, mail or Internet to provide responsive information services to the general public as well as high-risk populations.

Individual-Level Interventions are one-on-one client services. These consist of one-on-one education, counseling and support to promote and reinforce safer behaviors and to provide interpersonal skills training in negotiating and sustaining appropriate behavior change.

Mass Media refers to the use of print, radio and television media to communicate with specific populations. It includes public service announcements, news broadcasts, transit ads, infomercials, videos, magazines, newspapers and billboards that reach a large audience in a short period of time.

Methadone Treatment (opiate replacement therapy) is the provision of methadone, LAAM or other replacement pharmaceuticals, together with appropriate counseling support, through a licensed treatment facility for the purpose of treating opiate dependency.

Needle Exchange programs (also known as syringe exchange programs) allow injection drug users (IDUs) to exchange their used needles and syringes for new, sterile injection equipment at no cost. They may be at fixed or moving sites. Exchange programs typically provide HIV/AIDS education, HIV counseling, condom distribution, and referrals to drug treatment and other medical and social

services. Some sites also distribute bleach and/or alcohol for disinfecting injection equipment and skin.

Other Media refers to pamphlets, newsletters or posters which reach fewer people but are typically targeted as reinforcements or reminders for a narrow segment of a broad population.

Prevention Case Management (PCM) is a voluntary, client-centered HIV prevention activity with the fundamental goal of promoting the adoption and maintenance of HIV risk-reduction behaviors by high-risk or HIV-infected clients with multiple, complex problems and risk reduction needs. These behaviors may be sexual or drug-related, but must be specifically related to HIV transmission. PCM provides intensive, on going individualized prevention counseling, support and service brokerage. PCM addresses the relationship between HIV risk and other issues such as substance use, STD treatment, mental health and social and cultural factors.

Street and Community Outreach programs are defined by their locus of activity and by the content of their offerings. These programs reach persons at high risk, individually or in small groups, on the street or in community settings. The programs provide populations with prevention messages, information materials, and other services, and assist them in obtaining other services such as HIV-antibody counseling and testing, HIV risk-reduction counseling, STD and TB treatment, substance abuse prevention and treatment, family planning services, tuberculin testing, and HIV medical intervention.

Social Marketing uses techniques adapted from commercial marketing to encourage specific audiences to voluntarily adopt risk reduction practices and ideas. Social marketing programs identify specific audiences (audience segmentation) and their perceived needs, and then construct a program of services, support and communication to meet those perceived needs. Sometimes specific products such as condoms and condom access are identified as a need, other times the need may be negotiation skills, social support for delaying sexual initiation, etc. A classic social marketing program analyzes four conditions: product, price, place and promotion.